

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343 / ~~APRIL 1, 1963~~

1963

JANUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 14, 1963</u>			
Thursday June 13 10:00 A.M.	OPENING OF FALL COUTURE FASHIONS Fall coats, suits, dresses, evening gowns, designed by Tarquin Ebker. For press and buyers, by invitation. Thereafter by appointment. Contact: Tarquin Ebker, PL. 2-8567.	TARQUIN EBKER	THE WALL - 5TH FLOOR 19 WEST 57TH STREET
Thursday June 13 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Fall-Winter fur collection; also a couture group, designed by Pauline Trigere. Showing for buyers, Friday, June 14 at 10:30 A.M. Both shows by invitation. Contact: BR. 9-0633. Publicity: Mathews-Latham, 128 East 37th St., MU. 5-7907.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Thursday June 13 10:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS By invitation. (For Release, Mon., June 17.) June 17 at 6:30, St. George Hotel, Grand Ballroom. By reservation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Thursday June 13 12:00 Noon	OPENING: FALL COLLECTION Fall dresses, costumes, and coats, designed by John Moore. Thereafter, June 18 and 20 at 12:00 Noon. By reservation. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday June 13 1:00 P.M. Luncheon	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS Sonia will present her Fall collection of cocktail and evening fashions, designed by Miguel Dorian. Show at 1:30. For press and buyers, by invitation. Informal showings thereafter at salon. Contact: Ethel Arkin, PL. 3-8241. Publ.: Pauline Greene at Charles Charney & Co., TN. 7-2288.	SONIA, INC. (41 WEST 57TH ST.)	HOTEL ASTOR REGENCY ROOM
June 13	CEIL CHAPMAN'S PRESS SHOWING AT 2:30 P.M. (530 Seventh Avenue).		
Thursday June 13 3:30 P.M.	PREVIEW: COUTURE FALL COLLECTION Preview of couture Fall dresses, coats, and suits, designed by Eric Lund. For press and buyers, by invitation. Daily thereafter by appointment. Contact: Joan March, WI. 7-1076.	ERIC LUND	491 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 13 5:30 P.M. Cocktails	PREVIEW: WOMEN'S KNITTED FASHIONS "Non-Stop Woolknits"--nineteenth annual fashion show at 6:30 P.M. and banquet, previewing women's wool knitwear for Fall. Annual woolknit awards for top designers. By invitation. Knitters and designers admitted to banquet at 7:30 after show. Publicity: Eleanor Kairalla, MU. 8-1172.	WOOL ASSOCIATES, INC.; AMERICAN WOOL COUNCIL	HOTEL PIERRE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
June 14	MACY'S RELEASE DATE--Furniture & accessories for the second home.(No Show)		
Friday June 14 9:00 A.M.& 12:00 Noon	AMERICAN READY-TO-WEAR- BREAKFAST & LUNCHEON American Ready-To-Wear, Fall 1963. Speaker--Carol Bjorkman, "Women's Wear Daily." Co-chmn.: Catherine di Montezemolo, "Ladies Home Journal"; Kay Kerr, Neiman Marcus. <u>Breakfast</u> : \$6.00, members; \$10.00, guests. <u>Luncheon</u> : \$10.00, members; \$15.00, guests. Exhibit--millinery, shoes, and accessories, 10:00 A.M. to 3:00 P.M.; admission \$1.00 for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM
June 16	FATHER'S DAY--Sunday.		
<u>WEEK BEGINNING MONDAY, JUNE 17, 1963</u>			
June 17	MARTIN'S RELEASE DATE--Fall bridal fashions. Preview June 13. (See Pg. 1)		
Monday June 17 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS By invitation. Customer showing, Wed., June 19 at 6:00 P.M. Public showing, Thurs., June 20 at 6:00 P.M. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	3RD FLOOR BRIDAL SALON
Monday June 17 5:00 P.M.	PRESS PREVIEW FALL COLLECTION By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	COUNTRY TWEEDS (250 W.39TH STREET)	REGENCY HOTEL PARK AVE.& 61TH ST.
Beginning Monday June 17	PREMIERE SHOWING: TWO MILLINERY COLLECTIONS "Adolfo Realites and Adolfo II"--two new Fall millinery collections by Adolfo. Showing daily, by appointment. Contact: Miss Midge, LA. 4-8967.	ADOLFO REALITES; & ADOLFO II	32 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Wednesday June 19 4:30 P.M.	PREMIERE SHOWING OF SCAASI BOUTIQUE Press showing, Wed., June 19 at 4:30; buyers; Thurs., June 20 at 11:00. Both shows by invitation. Thereafter by appointment. Publicity: Eleanor Lambert, MU. 8-2130. Contact: LO. 4-0616.	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 24- June 26	SIXTY-FIRST LEATHER SHOW Hours: <u>June 24 and 25</u> , 9:00-6:00 P.M.; <u>June 26</u> , 9:00-12:00 Noon. Contact: John Reilly, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
June 25	ALTMAN'S RELEASE DATE--Bridal fashions. (No Press Show)		
Tuesday June 25 8:30 A.M. Breakfast	PREVIEW OF KNIT FASHIONS FOR FALL Showing of knit fashions for Fall 1963, by leading American designers. Showing at 9:15. By invitation. Contact: Irene Golub, OX. 5-1445.	ALAMAC KNITTING MILLS	THE FOUR SEASONS 99 EAST 52ND STREET
Tuesday June 25 10:30 A.M.	PREVIEW OF FALL MILLINERY Mr. John's "fine-art inspired" collection for Autumn-Winter, 1963--hats, haute couture, furs, boutique accessories, custom cosmetics. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR

FALL READY-TO-WEAR TIME TABLE, WEEK OF JUNE 17

("O" REFERS TO OPENINGS; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
 For more details, refer to specific listings in current and previous issues.

<u>MONDAY, JUNE 17</u>	<u>TUESDAY, JUNE 18</u>	<u>WEDNESDAY, JUNE 19</u>	<u>THURSDAY, JUNE 20</u>
9:30 Style Trends	Style Trends Cameo;Five Thirty	Style Trends Cameo;Five Thirty	*Style Trends
10:00	Ben Zuckerman Ben Reig Jack Sarnoff Frank Gallant Marquise	Ben Zuckerman	Ben Zuckerman Seymour Fox
10:30 David Crystal dr. Edward Abbott	David Crystal dr. Edward Abbott Herbert Sondheim Jane Derby David Goodstein *Pattullo-Copeland Handmacher-Vogel	David Crystal dr. Herbert Sondheim	David Crystal dr. Herbert Sondheim Jane Derby
11:00	Seymour Jacobson Wragge		Seymour Jacobson
11:30 Style Trends	Style Trends George Carmel	Style Trends Mignon	*Style Trends
12:00 Estevez	Estevez Vera Maxwell Talmack Geoffrey Beene- A.Fetterman Countess Alexander Harold Levine	Paul Blumenstein Vera Maxwell	Vera Maxwell Talmack Geoffrey Beene- A.Fetterman
1:00 Teal Traina	Teal Traina Harvey Berin Lee Claire Sonia(P)	Teal Traina Harvey Berin	Harvey Berin
1:15	Oleg Cassini Nat Kaplan Gothé		Oleg Cassini- Young America
2:00	Harry Frechtel		
2:15	Paul Parnes		
2:30 Hayette Martini Designed; Miss Martini	Hayette Jamison Branell Larry Aldrich Trigere Maurice Rentner Ira Rentner	Hayette Jamison Martini Designed; Miss Martini Christian Dior-N.Y.	Hayette Jamison Branell Trigere Maurice Rentner

(continued on following page)

FALL READY-TO-WEAR TIME TABLE (continued from page 3)

<u>MONDAY, JUNE 17</u>	<u>TUESDAY, JUNE 18</u>	<u>WEDNESDAY, JUNE 19</u>	<u>THURSDAY, JUNE 20</u>
3:30 Style Trends	Style Trends Eric Lund(P)	Style Trends	*Style Trends
4:00	Townley-D.Brooks	Harmay Malcolm Starr	Townley-D.Brooks
4:30		Scaasi Boutique For Martini	
5:00 Country Tweeds			
6:00 Helga Gustave Tassell	Gustave Tassell	Gustave Tassell	Gustave Tassell

ADDITIONAL FALL CONTINUOUS SHOWINGS

ANNETTE BULLOCK. . Showings, by appointment.
OF CALIFORNIA Savoy-Hilton Hotel, Suite 2206, EL. 5-2600.

DARIEUX CREATIONS. Afternoon, cocktail, evening fashions. By appointment.
491 Seventh Avenue, 8th Floor, LO. 5-8511.

DEBSHIRE Dresses and costumes by John Anthony.
1400 Broadway, 10th Floor, PE. 6-4580.

ANNE FCGARTY, INC.. Costumes and dresses.
530 Seventh Avenue, 14th Floor, LO. 4-9115.

FOX RIDGE. Sportswear coordinates, by Robert Powell Johns.
550 Seventh Avenue, 5th Floor, BR. 9-0555.

SAM FRIEDLANDER. . Fall collection, by Bob Bugnand.
530 Seventh Avenue, 3rd Floor, PE. 6-2663

WAYNE FULLER . . . Cottons, silks, lightweight wools. By appointment through June 20.
OF CALIFORNIA Hotel Gotham, Suite 1005, CI. 7-2200.

HELGA. California fashions. Showing through June 21, by appointment.
Hotel Gotham, Suite 1605, CI. 7-2200.

FONTANA OF ROME. . Import fashions; also furs by Fontana. By appointment.
Hotel Plaza, Suite 336, PL. 3-7244.

BUD KILPATRICK . . California Fall collection. By appointment.
Hotel Plaza, PL. 9-3000.

MAM'SELLE. Junior fashions, by Betty Carol.
498 Seventh Avenue, 18th Floor, CH. 4-7373.

MARTIER-RAYMOND. . Daytime and evening fashions. By appointment.
13 West 57th Street, 2nd Floor, PL. 3-0020 or PL. 3-0697.

MARUSIA OF Coats, suits, dresses, costumes, evening gowns. By appointment.
CALIFORNIA Hotel St. Regis, Suite 605, PL. 3-4500.

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREADDITIONAL FALL CONTINUOUS SHOWINGS (continued from page 4)

SARMI. Fall collection, by appointment.
550 Seventh Avenue, 11th Floor, CH. 4-7270.

CATHERINE SCOTT. . Couture collection. By appointment to June 21.
OF CHIGAGO Hotel Gotham, Suite 1009, CI. 7-2200.

TRAVILLA OF. . . . Fall collection. By appointment.
CALIFORNIA Hotel Plaza, Suite 1011, FL. 9-3000.

VIA VENETO 7 INC.. "Roman Antics"--boutique fashions.
(DIV.OF GINA PAOLI) 550 Seventh Avenue, 18th Floor, CH. 4-0556.

ALFRED WERBER. . . Fall junior fashions and True Talls in junior styles.
(ST.LOUIS, MO.) 1400 Broadway, 9th Floor, LA. 4-0648.

WERLE OF California Fall fashions. By appointment.
CALIFORNIA Hotel Gotham, Suite 805, CI. 7-2200.

PHELPS Separates, dresses, coats, accessories. By appointment.
(SKYLAND, N.C.) Sheraton-Russell Hotel, Suite 711, MU. 5-7674.

GRETA PLATTRY. . . Sportswear collection, by Greta Plattry.
FOR ZACARI,LTD.. 1410 Broadway, 18th Floor, PE. 6-3650.

R AND M HIGH Daytime, evening fashions, by Jose Rivero. By appointment.
FASHIONS(MIAMI,FLA.) Hotel Gotham, Suite 1216, CI. 7-2200.

ROSSINO-ANGELA . . . Fall couture fashions, by Angela. By appointment.
30 West 57th Street, 3rd Floor, JU. 2-1747.

ROYAL LYNNE,LTD. . . Day-into-evening dresses; at-home, loungewear fashions. By appt.
108 West 39th Street, 11th Floor, LO. 3-3035.

Tuesday	AMERICAN SHOE	LEATHER INDUSTRIES	WALDORF-ASTORIA
June 25	DESIGNER AWARD	OF AMERICA	SERT ROOM
5:00 P.M.	Reception and fashion show, honoring American shoe designers. By invitation. Publicity: Billie Gould, MU. 6-7956.		

Tuesday	GALA PRESS PREVIEW:	NEW YORK HILTON HOTEL	ROCKEFELLER CENTER
June 25	N.Y. HILTON HOTEL		6TH AVE.& 52-53 STS..
5:30 P.M.	Mr. Percy Uris, Chmn.--Roc-Hil-Uris Corporation; Mr. Conrad N.Hilton,		
Cocktails--	Pres.--Hilton Hotel Corporation; Mr. Laurance L.Rockefeller, Chmn.--		
Dinner	Rockefeller Center, Inc. will invite the press to cocktails, followed by dinner in the grand ballroom. By invitation. Contact: JU. 6-8166.		

Wednesday	PREMIERE SHOWING:	LESTER WICKS, INC..	113 EAST 62ND STREET
June 26	FALL COLLECTION		SALON
5:30 P.M.	"Late Day & Later"--premiere showing of evening gowns, coats, and accessories, designed by Lester Wicks. For press and buyers, by invitation.		
Cocktails	Thereafter by appointment. Contact: Miss Requa, TE. 8-3870.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 1 12:00 Noon	PRESS PREVIEW OF FALL MILLINERY Bergdorf Goodman will preview Fall millinery, designed by Halston By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday July 2 10:00 A.M.	PREVIEW OF FALL HAT COLLECTION Preview for press of Sally Victor's Fall millinery collection. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Tuesday July 2 3:00 P.M.	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions, including coats, designed by Pepe Fernandez. By invitation. Thereafter by appointment. Contact: Miss Justo, CO. 5-1022.	PEPE FERNANDEZ	24 WEST 57TH STREET SALON - SUITE 505
Wednesday July 3 9:00 A.M. & 12:00 Noon	PREVIEW OF FALL MILLINERY "Vernissage--Autumn and Winter Millinery"--presented by Adolfo. Showings: <u>buyers</u> at 9:00 A.M.; <u>press</u> at 12:00 Noon. Both shows by invitation. Contact: Miss Elizabeth, MU. 8-4410. Publicity: Eleanor Lambert, MU. 8-2130.	ADOLFO, INC.	22 EAST 56TH STREET SALON - 3RD FLOOR
July 4	INDEPENDENCE DAY--Thursday (Legal Holiday).		
July 5	ALTMAN RELEASE DATE--New collection of imported shoes. (No Press Show)		
Saturday July 6- July 12	FORTY-FIRST NATIONAL PRESS WEEK IN NEW YORK Fall collections by leading designers (members of N.Y. Couture Group, auxiliary and group showings) for visiting press. By invitation only. Press Director: Kittie Campbell, LA. 4-0461.	N.Y. COUTURE GROUP (1450 BROADWAY)	HOTEL PIERRE
Saturday July 6 2:30 P.M.	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Fall millinery to the visiting press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Saturday July 6 4:00 P.M. Cocktails	FALL MILLINERY SHOW FOR VISITING PRESS The visiting press will be invited to preview John Frederics' Fall millinery collection. By invitation. Contact: PL. 5-2939.	JOHN FREDERICS	23 WEST 56TH STREET SALON
Saturday July 6 5:00 P.M. Champagne	HATS, COUTURE, FURS FOR VISITING PRESS Mr. John's fine art inspired collection for Autumn-Winter 1963 of hats, haute couture, couture furs, boutique accessories, custom cosmetics. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 6 6:30 P.M. Dinner- Theatre	DINNER-THEATRE PARTY FOR VISITING PRESS R & K (Auxiliary Member, N.Y.C.G.) will invite the visiting and local press to dinner at 6:30 promptly--showing of R & K Originals, R & K Knits, Capriel Imported Knits. Theatre party at the Henry Miller Theatre, 124 West 43rd Street, to see "Enter Laughing." By invitation. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	A BIT OF BALI REST. 127 WEST 43RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 7 11:00 A.M.	MILLINERY PREVIEW FOR VISITING PRESS Emme will present her Fall millinery to the visiting press. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	EMME (19 WEST 57TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Sunday July 7 12:00 Noon Brunch	FALL MILLINERY SHOW FOR VISITING PRESS The Millinery Institute of America (Auxiliary Member, N.Y.C.G.) will invite the out-of-town editors to a showing of Fall hats, by leading designers. By invitation. Contact: Burt Champion, MU. 6-2970.	MILLINERY INSTITUTE OF AMERICA, INC.	WALDORF-ASTORIA EMPIRE ROOM
Monday July 8 10:30 A.M.	PREVIEW OF FALL MILLINERY Preview for press and buyers of Vincent Harmik's Fall millinery collection. By invitation. Contact: PL. 3-6449.	VINCENT HARMIK OF NOLLY, INC. (72 E. 56 ST.)	HOTEL DRAKE DEVON ROOM
Monday July 8 3:30 P.M.- 7:30 P.M. Buffet	PRESS PREVIEW: FALL- WINTER JEWELRY Trifari will invite the out-of-town and local press to a buffet and showing of their Fall-Winter jewelry collection. By invitation. Publicity: Dorothy Lansing Hess, 165 East 66th Street, RE. 7-3347.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Monday July 8 4:15 P.M. Cocktails	PREVIEW OF FALL MILLINERY Emme will present her Fall collection of millinery to the press and buyers. Show at 5:00. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	EMME (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Monday July 8 5:00 P.M.- 7:00 P.M. Cocktails	AMERICAN DESIGNERS' FUR COLLECTIONS "Salute To The States"--American Fur Market fashion show produced by the Fur Information & Fashion Council, (Auxiliary Member, N.Y.C.G.). For local and visiting press, by invitation. Publicity: Helen Boss at Ruder & Finn, 130 East 59th Street, PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	NEW YORK HILTON HOTEL TRIANON BALLROOM
July 9	MACY'S RELEASE DATE--International knit collection. (No Show)		
Tuesday July 9 9:00 A.M.- 1:00 P.M.	PEARL FASHIONS AT OPEN HOUSE Imperial Pearl will present, "3000 years of fashion in pearls, authentically costumed"; also "Imperial Museum of Remarkable Pearls," (Continental breakfast). For the visiting press, by invitation. Publicity: Ethel Aaron at Daniel J. Edelman Assoc., JU. 2-5380.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday July 9 9:30 A.M. Coffee	PREVIEW OF FALL MILLINERY Fall millinery collections of Irene and Rivera will be presented to the press and buyers. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday July 9 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS N.W. Ayer (Auxiliary Member, N.Y.C.G.) will show diamonds from Cartier, Van Cleef & Arpels, Harry Winston--with Norman Norell's exclusive "Diamond Wardrobe." Show at 7:15 P.M., Empire Room. Dinner, 8:00 P.M., Sert Room. Entertainment by Johnny Desmond. By invitation only. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA SERT-EMPIRE ROOMS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 9 11:30 A.M.	PREVIEW OF FALL MILLINERY Preview for press and buyers of Fall millinery by Christian Dior-New York. By invitation. Publicity: Edith Kingston, PL. 3-7300, Ext. 423.	CHRISTIAN DIOR- NEW YORK	2ND FLOOR CUSTOM SALON
Tuesday July 9 7:00 P.M.	PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions, Inc. showing of Fall hats by the Millinery Creators of America and Millinery Fashion Exhibitors. Prices: retailers, \$10.00, ballroom; \$5.00, mezzanine (includes dinner); manufacturers and importers, as heretofore. Seating limited, contact: MU. 6-2970.	MILLINERY PROMOTIONS INC.(10 WEST 40TH ST.)	HOTEL ASTOR BALLROOM & MEZZANINE
Thursday July 11 6:30 P.M. Cocktails- Dinner	FALL SILK FASHIONS FOR VISITING PRESS The International Silk Ass'n., U.S.A. (Auxiliary Member, N.Y.C.G.) will invite the visiting and local editors to a dinner and showing of silk fashions. By invitation. Publicity: Judith Jackson, MU. 7-7197.	INTERNATIONAL SILK ASS'N, U.S.A.	HOTEL PLAZA BALLROOM

FALL COUTURE OPENINGS IN FLORENCE, LONDON, PARIS

Sunday July 14- July 18	CENTRO DI FIRENZE PER LA MODA ITALIANA <u>July 14:</u> 9:30 A.M.(Sportswear & Boutique) Camisene; Baldini; Myrcae; Valditevere; Scarabocchio; De Simone; Glans; Ken Scott; Lida; Trico; Avagolf; Laura Aponte; Celli; Naka. 3:00 P.M.(Sportswear & Boutique) Mirsa; Bertoli; Avolio; (Teen Age Fashions)Roberta's Accessories; Aponte-Swanson; Roveda. 9:00 P.M.(Sportswear & Boutique) Galitzine Sport; Marucelli Boutique; Barentzen's Bazaar; Enzo Selections; Valentino Boutique; Veneziani. <u>July 15:</u> 10:00 A.M.(High Fashion) Forquet; Lancetti. 5:00 P.M.(Millinery) La Familiare. 9:00 P.M.(High Fashion) Veneziani; Valentino. <u>July 16:</u> 10:00 A.M.(High Fashion) Galitzine; De Luca. 9:00 P.M. Carosa; Enzo. <u>July 17:</u> 10:00 A.M.(High Fashion) De Barentzen; Marucelli. 9:00 P.M. Biki; Emilio Pucci. <u>July 18:</u> 10:00 A.M.(High Fashion) Guidi; Antonelli. 9:00 P.M.(High Fashion) Schuberth; Mingolini-Gugenheim. Contact: G.M. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.	FLORENCE, ITALY
Monday- July 17- July 19	INCORPORATED SOCIETY OF LONDON DESIGNERS <u>July 17:</u> Victor Steibel; Hardy Amies; Lachasse; Paterson. <u>July 18:</u> Michael; Norman Norell; Charles Creed; John Cavanagh. <u>July 19:</u> Mattli; Michael Sherard; Angele Delanghe. (More detailed information in a later issue.) Contact: Lady Joubert, 315 Regent Street, London, W 1.	LONDON, ENGLAND
Beginning Monday July 22	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE <u>July 22:</u> Godard, Heim, Riviere. <u>July 23:</u> Balmain, Esterel, de Rauch, Yorn, Zabaleta. <u>July 24:</u> Hermes, Laroche, Patou, Ricci, Tellin. <u>July 25:</u> Dior, Terreras, Lanvin, Rouff, Simonetta et Fabiani, Venet. <u>July 26:</u> Carven, Courreges, Griffe, Capucci. <u>July 27:</u> Cardin. <u>July 29:</u> 5:00 P.M. St. Laurent (for American buyers). Aug. 1: Louis Feraud. Contact: Chambre Syndicale, 102 Rue du Faubourg St-Honore, Paris, France.	PARIS, FRANCE

1964

JANUARY	FEBRUARY	MARCH
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	MAY	JUNE
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31